



SUSTAINABILITY: THE NEW FRONTIER OF REVENUE GROWTH

The Grappone Conference Center
Concord, New Hampshire

June 1, 2009 • 8:00am to 4:30pm

GOLD MEMBERS

BAE Systems
Calypso Communications
Coca Cola New England
Fidelity Investments
Heartwood Media Inc.
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NEW HAMPSHIRE
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NEW HAMPSHIRE BUSINESSES FOR SOCIAL RESPONSIBILITY

Fosters socially and environmentally responsible businesses in New Hampshire, recognizing that people, principles, and profits must be linked.



KEYNOTE

Andrew Savitz is a creative business leader, advisor, author and speaker with more than 20 years of hands-on experience assisting corporations to become leaders in sustainability and environmental performance and reporting. An internationally known expert on corporate social responsibility and sustainability, Mr. Savitz is the author of *The Triple Bottom Line: How the Best Run Companies are Achieving Economic, Social and Environmental Success—and How You Can Too* (Wiley, August 2006).

As a lead partner in Price Waterhouse Cooper's Global Sustainability Business Services practice, Savitz was PwC's liaison delegate to the World Business Council for Sustainable Development and represented the firm on environmental and sustainability related matters at the Conference Board. Andy authored PwC's widely cited 2002 Sustainability Survey—the first of its kind in the United States.

As a senior consultant at Sustainable Business Strategies, Mr. Savitz assists companies to assess, design, develop and implement sustainability programs from vision to reporting, including policies, procedures and programs related to human rights, supply chain management, HIV/AIDS, political contributions, environmental, health and safety management and compliance, community and investor relations, codes of conduct, and international and national standards and guidelines including the United Nations Global Compact, the Global Reporting Initiative, the CERES principles, the Dow Jones Sustainability Index, and the McBride principles.

Mr. Savitz served as General Counsel in the Massachusetts Office of Environmental Affairs. He directed all legal matters for the Commonwealth related to environmental affairs, environmental law, regulations and policy. Mr. Savitz was a staff member for the United States House of Representatives, Commerce, Consumer and Monetary Affairs Subcommittee. He conceived and organized hearings on regulatory policy related to finance and consumer protection. He drafted the Corporate Democracy Act, which was introduced to Congress in 1980 and presaged many of the corporate governance issues being debated today.

Savitz graduated from Georgetown University Law Center, where he was an editor of the *Georgetown University Law Review*. He attended New College Oxford as a Rhodes Scholar, earning a degree in Philosophy, Politics and Economics. He graduated, Phi Beta Kappa, from The Johns Hopkins University. Andy lives in Brookline, Massachusetts with his wife and three children.



KEYNOTE

Tom Kelly, Ph.D., is the founding director of the University of New Hampshire's Office of Sustainability (UOS) and Chief Sustainability Officer at the University of New Hampshire, where he collaborates with faculty, staff, students and others in the development of curriculum, operations, research, and engagement policies, practices, and initiatives, related to UNH's four educational initiatives in biodiversity, climate, culture, and food.

Co-editor and co-author of *The Sustainable Learning Community: One University's Journey to the Future*, Dr. Kelly has been working in the field of higher education and sustainable development for more than fifteen years in the US as well as in Colombia and Brazil. Current activities include teaching a course in climate change and health, working with colleagues in the UNH College of Life Science and Agriculture on the UNH Organic Dairy Research Farm, the NH Center for a Food Secure Future, and at the UNH Institute for the Study of Earth, Oceans, and Space on Carbon Solutions New England.

Dr. Kelly is a founding member of the Northeast Campus Sustainability Consortium working to coordinate activities in New England for the United Nations Decade of Education for Sustainable Development and current guest director of the National Association of College & University Food Services (NACUFS) Board of Directors. Dr. Kelly serves on the advisory committee of the Real Food Challenge, the steering committee for the Northeast Sustainable Agriculture Working Group, the advisory committee for the Community, Food and Agriculture Program at Cornell University, the program committee of the National Association of College and University Business Officers' 2009 Smart and Sustainable Campuses Conference, and the advisory council for the Association for the Advancement of Sustainability in Higher Education (AASHE).

Dr. Kelly was a co-principal investigator on the INHALE project, a NOAA-funded research effort by the UNH Climate Change Research Center in collaboration with the UNH School of Health and Human Services to investigate the effects of climate variability, air quality, and weather on human health in New England. Dr. Kelly holds a master's degree and a Ph.D. in International Relations from the Tufts University Fletcher School of Law and Diplomacy.

CONFERENCE LEADERS

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SUSTAINABILITY: THE NEW FRONTIER OF REVENUE GROWTH

■ **SOCIAL NETWORKING FOR SUSTAINABILITY** • There's no denying that social networking has revolutionized how we communicate and manage information, but the struggle to define the role it plays in today's business and economy continues. And while communicating with your key stakeholders is part of your job, how do you choose where to spend your limited time and resources? Social networking presents opportunities to harness better and smarter relationships with stakeholders, but what does that term even mean? How do you use it? Why and where does it work? Which are the best tools to connect you with the right people? Join us as we explore ways that online platforms can combine with offline actions to bring powerful results. • **Sponsor ~ Changents**

■ **EXPAND CAPACITY, IMPROVE EFFECTIVENESS AND MAKE IT SUSTAINABLE** • In today's uncertain economy, instead of joining the many businesses that are "just trying to hold on" and weather the storm, take the steps now to ensure a sustainable future. We will explore the connections between personal effectiveness, organizational alignment and increased productivity and capacity. The facilitators will lead you through a series of exercises and inquiries that will engage you in creating sustainable value for yourself and your organization. • **Sponsor ~ Print Savvy, Inc.**

■ **MEASURING THE FINANCIAL IMPACT OF SUSTAINABILITY INITIATIVES** • This workshop is intended to provide participants with some basic steps that can be taken to establish metrics on sustainability initiatives, insight to important initiative qualities that are not easily measured and some decision rules for anticipating the financial impact of sustainability initiatives. The workshop will start with short presentations from each of the panelists followed by interactive conversation involving everyone in the room. • **Sponsor ~ Grappone Collision Center**

■ **SUSTAINABILITY REPORTING: A PRACTICAL GUIDE** • This session is for companies wishing to report to their constituents about their environmental, social and overall sustainability performance, the process of deciding what aspects of their sustainability profile they wish to report on, acquiring the data, and crafting a coherent and appealing message. This panel will explore the practical realities of developing corporate sustainability reports, and provide attendees with some clear guidance for how they can embark on this in their own organizations. • **Sponsor ~ Sustainserv, Inc.**

■ **ALTERNATIVE ENERGY OPTIONS & RESOURCES** • This session will explore sources of rebates and grants that can be used to help pay for energy efficiency upgrades or for the purchase of renewable energy equipment using wind, solar, geothermal, hydro, or tidal. We will also take a look at the fast evolving political scene at the State and Federal levels to get a sense of what's under consideration to help further reduce our reliance on fossil fuel and shrink our collective carbon footprint. • **Sponsor ~ NH Electric Co-op**

■ **SUSTAINABLE COMMUNICATIONS: HOW TO MAKE YOUR MESSAGING GREENER** • Sustainability has become a key differentiator of how consumers select products and services. To be credible, your marketing message also needs to "walk the talk." This session will address how to improve the eco-profile of your communications by providing guidelines and techniques for making your communications greener. Topics in the session include greener print and packaging design, alternative means of conveying your messaging and how to identify and avoid "Greenwashing" in your communications. • **Sponsor ~ Image 4**

conference schedule

8:00-8:30 am REGISTRATION & MORNING REFRESHMENTS

8:30-9:45 am MORNING KEYNOTE

WELCOME: Molly Hodgson Smith, NHBSR Executive Director
Bonnie Kurylo, Division Manager, Public Service Company of NH, NHBSR Board Vice-Chair

KEYNOTE ADDRESS: Andrew Savitz, Author, *The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social and Environmental Success*

CONFERENCE OVERVIEW: Lisa Hardin Berghaus, Marketing Specialist,
Monadnock Paper Mills, Spring Conference Co-Chair & NHBSR Board Member

Directions at: www.grapponeconferencecenter.com

9:45-10:00 am MORNING BREAK

10:00-11:45 am MORNING BREAKOUT SESSIONS

SOCIAL NETWORKING FOR SUSTAINABILITY

- Deron Triff, CEO, Changents
- Sarah Browne, Project Director, The Green Alliance
- Amy Borgia, Associate Director of Content, Greenopolis.com
- Alyson Genovese, CSR Consultant

EXPAND CAPACITY, IMPROVE EFFECTIVENESS AND MAKE IT SUSTAINABLE

- Gina LaRoche, Director, Seven Stones Leadership
- Rosemary Meehan Tator, Principal Partner, 2beffective, LLC

MEASURING THE FINANCIAL IMPACT OF SUSTAINABILITY INITIATIVES

- Ted Freeman, Principal, Praxis Consulting Group
- Dennis Sasseville, Senior Principal, PRIZIM, Inc.
- Lisa Drake, Natural Resources Senior Management, Stonyfield Farm
- Wes Tator, Principal Partner, 2bGreenProfitably
- Steve Restivo, Director of Corporate Affairs Northeast Region, Wal-Mart, Inc.

12:00-2:00 pm AFTERNOON KEYNOTE AND LUNCH PROGRAM

WELCOME: NHBSR Board of Directors Chair, Alyson Genovese

CORNERSTONE AWARD PRESENTATION: Governor John Lynch invited

KEYNOTE ADDRESS: Dr. Tom Kelly, Director, Office of Sustainability, University of New Hampshire

SUSTAINABILITY DISCUSSION CIRCLES: Eric Wood, Associate, Geosyntec Consultants, Inc. & Chair of the NHBSR Programs & Services Committee

2:00-3:45 pm AFTERNOON BREAKOUT SESSIONS

SUSTAINABILITY REPORTING: A PRACTICAL GUIDE

- Matthew Gardner, Director, Sustainserv, Inc.
- Paul Baier, Vice President, Consulting Services, Groom Energy, Inc.
- Dustin Pons, Director, Client Services, Aloft Group, Inc.
- Beth Holzman, Director of Corporate Communications, Timberland, Inc.

ALTERNATIVE ENERGY OPTIONS & RESOURCES

- Steven Epstein, Business Programs Specialist, USDA Rural Development
- Thomas Palma, Project Development Executive, NH Electric Cooperative
- D. Dickinson Henry, Jr., Executive Director, The Jordan Institute
- Mary Downes, Energy Efficiency Specialist, NH Office of Energy & Planning

SUSTAINABLE COMMUNICATIONS – HOW TO MAKE YOUR MESSAGING GREENER

- Dave Lenox, President, Signaltree Marketing & Advertising
- Dave Lunati, Director of Marketing, Monadnock Paper Mills, Inc.
- Mark Flannery, Environmental Affairs Director, Printing Industries of New England

4:00-4:30 pm JOIN US FOR "GREEN DRINKS"

An informal, unstructured "Happy Hour" for those interested in social and environmental sustainability issues.

directions

The
Grappone
Conference Center

Directions at:

www.grapponeconferencecenter.com

Sustainability
Discussion
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Learn how
Sustainability is
being practiced
in your market
sector

Discover
practical ways
to improve
your company's
Sustainability
initiatives

Preview NHBSR's
Sustainability
Self-Assessment
Tool

